

K P R C / T V 2

A POST-NEWSWEEK STATION

LINDA LORELLE / HOUSTON TENNIS ASSOCIATION; CLASSIC FOR KIDS

KPRC-TV anchor Linda Lorelle hosts the Tennis classic for kids.

Approximately \$35,000 is raised each year for scholarships and a contribution is made to the National Junior Tennis League. The National Junior Tennis League provides free tennis instruction in the inner city and in neighborhood parks and is administered by the Houston Parks and Recreational Department of the City of Houston. The tournament is held every year the first week in December.

K P R C / T V 2

ALMOST-NEWSWEEK-STATION

**MULTICULTURAL YOUTH SUMMIT
PRESENTED BY**

THE GOOD GANG USA

The Multicultural Youth Summit presented by Good Gang USA was sponsored by KPRC-TV. The Summit is held every other year at Six Flags Astro World. This year instead of a Youth Summit, it will be a Leadership Conference made up of students from 13 different chapters. This program attracts students from all walks of life. Representatives from different areas.....Business, Church, Community Organizations, Political, and Sports Community are asked to participate and talk about the importance of staying in school and learn to appreciate other cultures. This Leadership Conference will be held in May. It is a program for students in Kindergarten through the twelfth grade.

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POST-NEWSWEEK STATION

SPIRIT OF CHRISTMAS CAMPAIGN

KPRC-TV co-sponsors the event with Bank One, Houston.

Citizens are encouraged to visit any Bank One location, pick up a wish card from needy children, purchase a gift and place the unwrapped gift under the tree. Gifts are picked up and delivered by Bank One and distributed to social service agencies. Kids who made up a wish card will receive two gifts. This program kicked off November 11 through December 17th. This past year 25,000 kids received at least one gift. Many of them received two gifts. \$40,000 was raised in cash to help purchase the toys.

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KPRC-TV NEWSWEEK STATION

MUSCULAR DYSTROPHY ASSOCIATION TELETHON

KPRC-TV will celebrate its 29th year this September Labor Day Weekend. Employees and their families participate in this worthwhile event. The Telethon aires on Channel 2 beginning 11:00PM on Sunday, September 6 through 6:00 PM, Labor Day Monday, September 7. Last year, \$1,432,203 was raised for medical research and patient services in the Houston / Gulf Coast area.

W J X T / T V 4

J A C K S O N V I L L E

4 ON THE ROAD/TOWN MEETINGS

WJXT

Town meetings, staples of local programming on WJXT whenever a community issue arises, took on a new dimension this year as Eyewitness News took its show on the road. In 1997, Channel 4 began a series of weekly trips to outlying areas. It was our goal to originate our evening news programs on location, in the process reporting on the issues and needs of that community. At the same time, we brought our management team into town to hold a town meeting; the purpose was to gather the townspeople so that the decision makers of WJXT could hear firsthand how we could better serve their community.

From that original four-week foray into the market, 4 on the Road has grown into a monthly event, stepping up in frequency during spring and summer months. We have visited locales as diverse as historical St. Augustine, the disadvantaged Northside community, and the naval base at Mayport. In this way, we have brought issues to life as diverse as growth control, educational crisis, and the impact of the Navy, as those most affected speak out from their home environment.

WJXT / TV 4
A POST-NEWSWEEK STATION

HABITAT FOR HUMANITY/HABIJAX

WJXT

During 1997, WJXT sponsored a Habitat for Humanity house. We donated the money for construction and our employees donated the labor to build the house in just five days. During that week we featured stories about Habitat for Humanity and gave viewers information on how they could apply for a Habitat home. Because of our coverage that week, HabiJax, the local Habitat for Humanity affiliate, saw an increase in the number of volunteers and the number of companies inquiring about sponsoring a home.

Closed Captioning
WJXT, Jacksonville, Florida

The media sometimes overlooks the very people that need it the most. Shut off from the world of radio, hearing impaired and deaf person are truly dependent on the more visual medium of television. At WJXT, we have always taken this responsibility very seriously. Our market is home to over 100,000 hearing impaired and deaf people and we have always lead the way in making the news accessible to these viewers. As early as 1975, we had our early morning newscast signed by an interpreter. Ten years later in 1985, WJXT became one of the first stations in the country to close caption all of our newscasts through our Newstar Computer system. We also provided an open captioned version of our 6:00 pm news on a cable access channel.

In the summer months in Florida, we are constantly under the threat of hurricanes. We have taken great precautions to keep our community alert to severe weather and its dangers. It is a particularly frightening time for our deaf and hearing impaired viewers. A good case in point of how we met their needs is our coverage of Hurricane Bertha in 1996. For the first time in 17 years, a hurricane warning was issued for Jacksonville. Immediately, we began continuous coverage of the approaching storm. One of the things that set our coverage apart was that every minute of our coverage was signed by a interpreter. We stayed on the air until the storm passed and the warning was lifted (around 10 hours), and our signers stayed with us. We received special recognition from Jacksonville's Disabled Services for this coverage.

However, even after all of these efforts and honors, we felt we could still do a better job in providing news coverage to our deaf and hearing impaired viewers. In February, 1997, over 20 years after we first began the signing on our newscasts, we accomplished that goal. Now our 6:00 and 11:00 pm newscasts are closed captioned in real time. This means that every interview, every live shot, every sports highlight and weather report is now immediately accessible and understandable to our hearing impaired viewers. This service, as with all of our signing and captioning services, is paid for by WJXT.

WJXT / TV 4

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ISSUES FIRST!

WJXT

"Issues First" was a joint public service campaign launched by WJXT and the Florida Times-Union after a particularly vitriolic legislative campaign. The goal was to focus on candidates in the race for Jacksonville Mayor and County Sheriff and to keep them squarely on the issues of concern to voters. This project spanned several months, leading up to the elections, and included focus groups to poll voters. Interviews on the issues were conducted with print and TV side-by-side, and results were aired in the newspaper and on WJXT-TV. Debates were held for both offices prior to the primary, and then the general election; in the case of the Mayoral election, a debate was again staged prior to a run-off election. The result was a campaign fairly free of mudslinging, in which the electorate -- not the politicians -- determined the planks of the candidates' platforms. Surprisingly, that election brought Jacksonville the first Republican mayor since the Civil War and the first African-American sheriff elected in the state of Florida since reconstruction.

"Issues First" was so successful it has continued: School Desegregation has been tackled on a joint basis as well. Still under a court order to desegregate 40 plus years after Brown vs. Board of Education, Duval County is still laboring to meet court-mandated guidelines. A series of reports, in both the newspaper and on-air in our newscasts, covered the breadth of the Desegregation Dilemma. A historical perspective led up to the present day situation; that introspective was followed by out-of-market visits to similar cities to examine their solutions. This effort culminated in a live 90-minute town meeting, which led to a citizens task force that took the dilemma from the school board and put it squarely back in the hands of the parents as a grass-roots effort.

TOWN MEETINGS

WJXT

WJXT produces and broadcasts live Town Meetings on issues of relevance to the community: These are held in prime time; they are responsive to current events and, therefore, are not budgeted; nor are they sales vehicles. These are pure public service efforts. Examples:

“Straight Talk,” a Town Meeting on the problem of teen pregnancy featuring teens, parents, and folks involved in the social welfare system handling this problem. What set this town meeting apart, however, was the involvement of every broadcast outlet in the market: all four network stations and the PBS station contributed produced pieces to the program, gave a primary anchor talent to the broadcast, and then simulcast the show in prime time so that every broadcast station in the market was beaming out “Straight Talk” at the same time. Viewer reaction was strong. Out of it grew a task force to address the problem in the schools, and a vigorous pro-active commitment on the part of the Jaguars Foundation to fund programs that make a difference in teen pregnancy.

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PACESETTERS/UNITED WAY

WJXT

Jacksonville's United Way came to us to find a way to create more excitement and awareness for their campaign. We came up with PaceSetters. Companies willing to launch their workplace campaigns early, and reach a pre-stated financial goal, are eligible for the program. If they reach goal, WJXT produces a public service announcement featuring their employees and touting their achievements. We donate the production and then substantial airtime to the message. The spots air during the actual United Way campaign and are designed to drive up donations.

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ADDITIONAL WJXT STATION PROJECTS

Klothes 4 Kids -- "Back to School" clothing drive co-sponsored by WJXT and the City Rescue Mission. Viewers are asked to donate usable clothing for children in kindergarten through high school. Volunteers sort donated clothing and parents select up to three outfits of free clothing per child. More than 8400 children have received free clothing, shoes and school supplies since this project began in 1994.

Summer Reading -- since 1994 WJXT and the Jacksonville Public Libraries have sponsored a summer reading program to encourage 5-12 year olds to read books during summer vacation. This is a city-wide program and more than 5000 children participate each summer. We produce PSAs using WJXT's mascot "Dino 4" and also have our news anchors visit local branch libraries to read to the kids.

During Literacy Month in September, WJXT produces PSAs to promote literacy and encourage parents to read to children. In 1995 WJXT began hosting a Saturday morning storyhour in our studios with WJXT news anchor Deborah Gianoulis.

Eddy Awards -- for years, WJXT has partnered with the Duval Public Education Foundation to sponsor a "Salute to Excellence in Education." This is an awards program focusing on teachers, business partners and volunteers in schools.

African American Achievers -- WJXT regularly profiles local African American achievers and produces a half-hour program highlighting local award winners.

"The Big Picture." During election night round-ups when we are doing updates in and around network prime-time, we are going gavel to gavel on the cable public access channel. This is not a sponsored event; rather it's a C-span approach to election night for the news consumer and we cross promote during our own election coverage.

Our on-air team is known and beloved in the community. They are also role models. When our esteemed weather man developed skin cancers, he went on-camera to do public service announcements to warn our viewers of the dangers.

W P L G / T V 1 0

M I A M I

WPLG / TV 10

A POST-NEWSWEEK STATION

Town Meetings

Plugging into a community is what town meetings are all about. WPLG-TV 10 is committed to ferreting out the issues of interest to citizens who are not considered part of the elite and to ascertain that their voices are heard. This includes issues related to the education of their children, the security of their families, and the economic future they face. That means covering an agenda that is set more by citizens, by the people and less by those who would manipulate them.

Children First Town Meetings take the traditional five W's of journalism – who, what, when, where, why – and expands them, to ask why is this story important to me and to the community in which I live. WPLG airs four to six live town meetings a year during primetime. These forums provide audience members comprised of community residents an opportunity to ask tough questions to the powers that be.

Future Town Meeting topics include Internet lawlessness, government corruption and a Florida gubernatorial debate.

NEIGHBORHOOD MEETINGS

As part of Community Affairs' close partnership with News, we meet with neighborhood associations throughout our coverage area. We have established a relationship with the Orange County Homeowners Association. It is an umbrella group for approximately 400 neighborhood associations throughout the county. This group meets monthly.

Our meetings with OCHA and its member associations have generated numerous news stories that have been "exclusive" to WKMG. Community Affairs Director Annetta Wilson and News Director Bill Berra have teamed up to attend meetings and listen to the concerns of homeowners. Those meetings have also been attended by our news anchors.

As a result of our outreach to the community, one story on a neighborhood plagued with gang activity, was honored by the Community Action Network in a ceremony in New York. The Community Action Network is a national organization highlighting media efforts to show how communities can solve problems.

We have planned meetings with other neighborhood and grass-roots groups in 1998. The meetings we have attended to date have been so well received, the neighbors now call us with tips on news stories.

WPLG TV 10

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Children First

Children First is WPLG-TV 10's stationwide community service campaign whose primary goal is to promote awareness about the needs of South Florida's children and families. Children First premiered in January 1994 and employs the national resources of the ABC television network and all of WPLG's on-air capital to address the issues facing today's children. This ongoing campaign includes: four primetime specials per year, three weekly news segments, a weekly teen produced children's program, a Children First fund which is distributed to accredited children's organizations, editorials, public service announcements as well as the Link, an 800 hotline number which operates all year long, 24 hours a day.

The Link is a joint project of WPLG-TV 10 with Switchboard of Miami, A leading South Florida non-profit crisis intervention organization. The purpose of the service is to provide young people in South Florida with immediate access to information designed to meet their particular needs. The Link Line features over 70 pre-recorded messages offering accurate, up to date information on a range of issues including suicide, sexuality, AIDS, health, relationships, family concerns school and career choices.

The Children First public service announcements encourage viewers to volunteer their time to organizations that work with children in our community, salute groups and individuals that make a difference in children's lives and raise awareness about critical issues facing our youth.

By Kids For Kids is a weekly half-hour informational broadcast which is hosted and produced by South Florida high school students under our editorial supervision. The students who participate are selected from both Broward and Dade County Schools and research the topics covered on the program throughout the 30-week season. This year a myriad of subjects have been looked at including back-to-school fashions, the dangers of smoking, juvenile criminals, Halloween, teen labels, the Wing Ding, juvenile crime rehabilitation. Future topics include self esteem, Valentine's Dating Game, teen pregnancy, Black History Month, role models with disabilities, Aids Walk Miami.

Every week Eyewitness News features three segments whose sole focus it to provide parents and caretakers with relevant information they can utilize to help children. Children's Health First is produced in cooperation with Miami Children's Hospital, Wednesday's Child helps match children who need a family

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with couples or individual who would like to adopt a child. The Children First segments strive to help parents with information they can make use of to better raise their children.

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WPLG Station Campaigns

"Wednesday's Child"

Eyewitness News at 6 pm ... Each week a child who is listed with one of the Big Brothers/Big Sisters agencies throughout Dade, Broward and Monroe Counties is profiled. The child featured is seeking an adult companion and role model. The weekly series is a joint project of Channel 10 and Big Brothers/Big Sisters agencies throughout south Florida and is responsible for over 70% of the child placements made by these agencies.

"Buddy Check"

The Buddy Check 10 program, sponsored by the North Broward Hospital District, the American Cancer Society and Channel 10, is designed to make remembering and practicing the rules of good breast health a little easier. The program encourages women to select a "buddy." Every tenth of the month women are urged to call their "buddy" as a reminder to do their breast self-exam. Eye on Health Reporter Kristi Krueger does a breast cancer report each month on the tenth of each month. She focuses on education, support groups, new research and treatments for breast cancer. Thousands of women now participate in the program and we know of at least 5 women who discovered they had cancer as a direct result of the program.

"American Red Cross Blood Watch"

For the past several years, Channel 10 has worked closely with the American Red Cross to promote blood donations around the holidays. From mid-December to the first of each year, there is traditionally a major shortage of blood donors. On each 6:00 newscast for two weeks, Eye on Health Reporter Kristi Krueger updates the blood counts at local hospitals and encourages people to give the gift of life. Also, the day after Christmas, Channel 10 and the American Red Cross hold a blood drive at three local shopping malls. Hundred of units of blood are always donated as people shop.

"Heart Talk"

Every year in February, Channel 10 hosts "Heart Talk." This is a chance for our viewers to call in for several hours and talk to local cardiologists about the latest developments to make them heart smart. Eye on Health Reporter Kristi Krueger does several heart related medical stories during this time and also fields

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questions for the doctors. Phone lines are opened and viewers can talk one-on-one with cardiologists.

"Eye on Health Reports"

Each day on Daybreak, 5:00, 6:00, and 11:00 newscasts, Eye on Health Reporter Kristi Krueger produces medical reports on all the latest trends in healthcare.

Topics covered last quarter include:

Pregnancy and Diabetes, Grief, Homocysteine, Vitamins and Kids, Blood Substitute, Water or Juice?, Heart Balloon, Manners, Breast Cancer, Sleep Problems, Medical Assistants, Cerebral Palsy, Sick Babies, Flu Shot, Prostate Drug, Sugar, Dental Computer, Menstruation, Manners, Flu Shot, Food Poisoning, S.I.D., Artificial Skin, Brain Tumor, Orthodontist, Foot Surgery, Insect Bites, Liposuction, School Nurse, Ear Infections, Macular Degeneration, Halloween Candy, Opera Procedure, Voice Candy, A.T.D.T., Concave Chest, Mono, Diet Herbs, Dental Accidents, Adult A.T.D., Baby Sitting, knee Surgery, Male Breast Cancer, Breast Lady, Stem Cells, Teen Diets, Birth Mark Removal, Teeth Grinding, Snail Venom, Microwave Danger, Laser Eye, Laser Skin, Baby Eye, Toes to Fingers, Burns, Holiday Tummy, Medida Weight Loss, Hepatitis C, Holiday Hygiene, Contaminated Kitchen, Ovarian Cancer, Eczema, Birth Defects, Lead Poison, Kids and Arthritis, Adolescent Dating, Speech Problems, Blood Donation,, Breast Reconstruction, Coughs and Congestion, Sex Pills, Eye Cysts, Working Moms, Knee X-ray, Chemotherapy, Epilepsy, Ear Wax, Baldness Pill, Baby Proof, Three-D spine, Orthopedics, Stoke Fat, Phen Fen, Child Proofing, Stroke, Hearing, Holiday Weight, Stuttering, Blood Drive, Sharing, Back Exercising, Laser Hair Removal, Hip Disease, Fitness Resolution, Time Management, 15 Health Blips

WPLG Channel 10 has had a long-term commitment to the community it serves. Everyday of the year the station airs an average of 30 public service announcements, supporting non-profit organizations. In addition, three fundraising telethons are part of our annual commitment benefiting the United Cerebral palsy, Miami Children's hospital, and the United Negro College Fund.

The station maintains ongoing commitments to numerous fundraising drives and promotion for organizations such as the Dade County Chapter of the American Lung Association, Miami Project at the university of Miami, United Way of Dade and Broward County, Dade County Youth Fair, Switchboard of Miami, Daily Bread Food Bank, Planned Parenthood, Starting Place Drug Rehabilitation Facility, Big Brothers/Big Sisters of Dade and Broward Counties, Corporate Run, Cystic Fibrosis Walk, Coconut Grove Playhouse, South Dade Cultural Council, Crimestoppers, and Dade County Public Schools Teacher of the Year.

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Eyewitness News personalities and anchors regularly speak before community groups and appear in public service announcements supporting non-profit organizations and visit schools throughout South Florida.

KSAT / TV 12

SAN ANTONIO

KSAT / TV 12
A POST-NEWSWEEK STATION

Project: S.A.F.E. (San Antonio Fire Education)

Today, right now, if you woke up in bed and your house was on fire, would you know exactly what to do? Now imagine if you're just a little kid! That's the premise of Project S.A.F.E., the mobile **S**an **A**ntonio **F**ire **E**ducation unit.

KSAT 12, along with the City of San Antonio, the San Antonio Fire Department and the Greater San Antonio Builder's Association worked to raise money to build more of the mobile units. Through our combined efforts, a new mobile learning unit is being built. The new unit is slated to go on-line in the Spring of 1998.

The city has one unit, which looks very similar to a small mobile home. Inside, the unit is equipped with a variety of door and window locks to simulate a regular home. Children and teens go inside and learn what happens during a fire and how to react. During the course, the lights dim and smoke starts to fill the room. Doors and door handles warm to simulate conditions during a fire at home.

Oftentimes, we, the media, educators and even local fire departments do their best to teach families and children the importance of having a fire plan. The key difference here is the fact that children learn more about what it might be like during a real fire, and hopefully are better prepared to survive.

KSAT 12 chose this project because it helps children and our community, and because it is a pro-active program that will reduce mortality in our community.

Project: Angel Tree

Perhaps one of the largest outreach campaigns in our community, the Angel Tree program delivers help and hope in the right place at the right time.

Project Angel Tree is a program of the Salvation Army that fills the Christmas wishes for local children during the holidays. Local needs are assessed by the Salvation Army for toys, clothes and other items for those in need. Then, KSAT 12 prints 20,000 Angel Tree forms that are filled out with those wishes, and displayed at area malls all over San Antonio and parts of South Texas.

Several public service announcements are produced to create awareness for this huge event. In addition, KSAT 12 provides local news coverage of all the events surrounding Project Angel Tree from the grand opening, to the final "thank you."

KSAT 12 designs, creates and covers all the costs for the printing of the 20,000 forms, 20,000 adoption papers, and posters for the area malls.

Over the past few years, the program has grown tremendously. Last year, nearly 15,000 kids were helped by Project Angel Tree. Also last year, the program was expanded to add the "Forgotten Angels" to the project.

Project: March of Dimes

They started about fifty years ago by collecting dimes from people on the march against polio. Today, the March of Dimes has shifted their focus to infant mortality.

About two years ago, KSAT 12 teamed up with the March of Dimes to help promote the Walk America project. Walk America is a program designed to raise money and awareness to help prevent birth defects.

The walk is generally held each spring here in San Antonio, with other walks in small surrounding towns in our service area. KSAT 12 starts early with the project by creating awareness public service messages to begin in January. The focus is to get area businesses to get involved and support the employees who wish to start a team.

Teams are assembled and then try to raise money by soliciting sponsors for the walk. Oftentimes, local businesses will match the funds raised.

Why is this so important to KSAT 12? There are several reasons. Children and child development are so critical to our society. Making an impact in our local communities is measured on two fronts, the present and the future.

The March of Dimes has a tremendous impact on our future. The fact is, for every one dollar spent on prenatal care, nearly three dollars are saved in expensive medical costs. Plus, prenatal care is so critical and very attainable. The results of these types of efforts are immeasurable.

KSAT 12's involvement in this project has helped the March of Dimes exceed their goals over the past two years. Our involvement extends into other events and news coverage issues. Issues like the prenatal benefits of folic acid in orange juice in our health reports.

Our goal at KSAT 12 is to continue along this path with organizations like the March of Dimes. These efforts do, and will, greatly impact our community.

KSAT / TV 12
A POST-NEWSWEEK STATION

Project: Corazon Blood & Tissue Drive

San Antonio has a rich and diverse cultural community with nearly a 60% Hispanic population. One of the challenges and needs in South Texas is tissue and bone marrow for Hispanic patients. Traditionally, we are told most people do not participate in marrow programs. The challenge here is to find suitable donors for needed surgery and medical procedures.

KSAT 12 annually participates in San Antonio's only focused blood and tissue drive especially targeted toward Hispanics. We work with the South Texas Blood & Tissue Center which serves 80 hospitals and clinics in our area.

Each year, we provide and create public awareness campaigns via our public service on-air schedule. In addition, KSAT 12 News is very committed and involved in supporting this event. In 1998, KSAT is planning yet another blood and marrow drive. Since Project Corazon is well under way, KSAT 12 will expand the effort for a second drive in early Spring 1998.

Several news stories and features are aired that explain the importance of donating and marrow registration. Over the course of the event, live reports are broadcast, as well as, appearances by Blood & Tissue representatives on our local morning show, Good Morning San Antonio.

KSAT 12 and KSAT 12 News is pleased to get involved with this worthwhile and much needed project. Blood & Tissue Center officials are "deeply appreciative of KSAT's support of the promotional drive, help during the year, and are very aware of the impact television media makes in a community awareness campaign."